

Mason County
Quit Line Data Summary
October 1 - December 31, 2002

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 36	N = 3,753
Percent of Statewide Calls	1.2%	100.0%
Percent of State Population in County¹	0.8%	100.0%
	County %	State %
Gender	N = 35	N = 3,291
Female	57.1%	61.0%
Male	42.9%	39.0%
Race/Ethnicity	N = 33	N = 2,816
People of Color	24.2%	13.9%
White	75.8%	86.1%
Age	N = 36	N = 2,956
Less than 18 years old	2.8%	2.7%
18 - 24 years old	16.7%	14.4%
25 - 34 years old	8.3%	21.8%
35 - 44 years old	16.7%	25.9%
45 years and older	55.6%	35.1%
Education	N = 33	N = 2,860
Did not graduate high school	18.2%	18.4%
High school graduate	36.4%	33.3%
Some college/vocational school	42.4%	34.9%
College graduate	3.0%	13.5%
Caller Type	N = 36	N = 3,367
General Information	0.0%	11.2%
Health care provider	0.0%	2.9%
Tobacco user	100.0%	85.9%
Payer Type	N = 31	N = 2,129
Insured	35.5%	41.5%
Uninsured	19.4%	24.9%
Medicaid	45.2%	33.5%
Heard About	N = 33	N = 2,888
Past caller	24.2%	18.5%
Employer/worksites	0.0%	0.8%
Health care provider	42.4%	21.8%
Television	9.1%	18.4%
Outdoor advertisement (billboard/bus/wall)	0.0%	7.2%
Targeted mailing	0.0%	0.9%
Great Start	0.0%	0.1%
Radio	3.0%	2.2%
Newspaper/Magazine	0.0%	2.2%
Brochure/Newsletter	0.0%	6.2%
Family or friend	21.2%	17.9%
Health Department	0.0%	2.9%
School	0.0%	0.9%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.